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(54) VIRTUAL RETAIL SHOWROOM SYSTEM

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(57) **ABSTRACT**

Described in detail herein are systems and methods for a virtual show room. A user using an optical scanner can scan a machine-readable element associated with a physical object. The computing system can receive the identifier and can build a 3D virtual simulation environment including the physical object. A virtual reality headset including inertial sensors and a display can render the 3D virtual simulation environment including the physical object on the display. The virtual reality headset can detect a user gesture using at least one of the plurality of inertial sensors. The virtual reality headset can execute an action in the 3D virtual simulation environment based on the user gesture to provide a demonstrable property or function of the physical object. The virtual reality headset can generate sensory feedback using sensory feedback devices based on a set of sensory attributes associated with the physical object.